

- ✓ Expand your event promotion power.
- ✓ Resolve barriers to health care service access.
- ✓ Influence health care dialogue.
- ✓ Reach more people who aren't getting care.

Take Care. Get Care. is a collaborative communication initiative to resolve health access issues facing minority populations in Kent County.

OBJECTIVES:

- To let minority populations know that we care that they get care.
- To encourage people to take care of themselves.
- To encourage people to reach out to others to encourage healthy behaviors.
- To empower providers to be creative about resolving health access barriers.

Our mission at the Kent County Health Department is to help prevent disease, prolong life and promote public health within the Kent County community.



INTRODUCTION

Organizations that provide services and education to minority populations have different resources and capacities to communicate with people who face the greatest challenges accessing health care. This is an opportunity to network and work the communications channels that are already working, and to empower those that can work harder.

While the program's platform is brought to you by the Kent County Health Department, its power is the alliance of organizations that use the communications tools, and of individual and community voices.

WHO BENEFITS?

Organizations with an interest in a timely targeted event promotion and networking tool; persons of Latino, Native American, and African American descent with unmet health needs.

WHAT DOES IT DO?

Tools to simplify marketing health care events.
Network to attract more people to health care events.
 Coordinate resources to resolve access barriers.
Advertising power to encourage people to take care of themselves.
 Influences health care dialogue.

HOW DOES IT WORK?

Members of the network help cross-promote activities by using the online tools. By completing online "promote your event" forms, your event will automatically be posted to a common *month-at-a-glance* flyer that can be printed and posted regularly. By adding an event, members have a number of automated tools at their fingertips:

- Create a flyer to post at locations.
- Make flyers available to the network to post at more locations.
- Post events on the *month-at-a-glance* online schedule.
- Print out a *month-at-a-glance* schedule to post at any location.

TAKE CARE, GET CARE COMPONENTS:

- Member Network Website www.accesskent.com/TCGCare/
 - ~A website members can use to cross-promote events.
 - ~Access information quickly and easily about upcoming screenings and/or events.
 - ~Use a template to create your own flyers to post or hand out.
 - ~Clinic staff and others can print out an info page describing a specific event... distributing pages as reminders to those being encouraged to seek care.
- Poster
 - ~Provides a specific posting location for *month-at-a-glance* flyers.
 - ~As people become familiar with the poster, see them posted at church, clinics, food banks, stores, people may begin to seek out the information regularly — for their own use or to pass on to friends or family.
- Video Presentations
 - ~Three videos, each targeting one specific audience, are available for use by clinics, community, organizations, and businesses.
 - ~The videos celebrate healthy lifestyle choices and convey messages of encouragement from people in our community.



The *Take Care. Get Care.* initiative is supported by a multi-lingual advertising campaign. Bus cards. Radio and Television PSAs. Videos. The consumer messages encourage access to healthcare services, help people feel more comfortable talking about health concerns, and promote healthier lifestyle choices.

- Bus Advertisements



- Radio & TV Public Service Announcements
 - ~Messages from community members encouraging others to *Take Care. Get Care.*
 - ~Produced in both English and Spanish.
 - ~Printed and taped versions available.

All of the *Take Care. Get Care.* components work together to foster coordination and encourage overall health within our community.

CONTACT

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